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## Best Practices For Businesses

1. **What is your vision/ goal?** Be clear about what you want to achieve with your color project.
2. **Allow time for and place value on Design.**
3. **Rather than tearing it out, consider painting, redesigning it or repurposing it.** It's good for the budget. It's good for the earth.
4. **Don't underestimate the power of a fresh coat of paint.**
5. **Emphasize your strengths.** Choose attractive architectural details to highlight with color.
6. **De-emphasize your weaknesses.** Color and finish can be used to "hide" less attractive details.
7. **Use *Complementary* palettes (opposites on the color wheel) to enliven.**
8. **Use *Analogous* palettes (next to each other on the color wheel) to soothe.**
9. **Consider the Big Picture.** Make a master palette to work from, and then choose different elements for each hue in the palette.
10. **Have fun and enjoy the process.**
11. **Think Outside The Big Box**